LEO BURNETT U.S.A.
Ad No. 3686—Marker Ridge—Req. No. 21348—Page—4½—9⅞ x 12 inches—Rolling Stone, 1976 (A)
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Come to Marlboro Country.

Marlboro Red or Longhorn 100's—
you get a lot to like.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

100's: 17 mg. tar, 1.1 mg. nicotine—Kings: 18 mg. tar, 1.1 mg. nicotine av. per cigarette, FTC Report Nov. 75

Source: https://www.industrydocuments.ucsf.edu/docs/jkxn0003